ORDER

KOB

Orders

Order / Rev:	**165569**
Alt Order #:	
Product Desc:	Martin Heinrich 9/3 - 9/9 order
Estimate:	11716
Flight Dates:	09/03/12 - 09/10/12
Original Date / Rev:	08/29/12 / 08/30/12
Order Type:	GENERAL

KOB	
Primary AE:	Olivia Lawrence
Sales Office:	KOB
Sales Region:	Local

Agency

Name:	**Media Strategies & Research**
Buying Contact:	Suzanne Lorimer
Billing Contact:	
	1580 Lincoln St Ste 510
	Denver, CO 80203-1507

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**Heinrich for Senate**
Demographic:	A35+
Product Codes:	PL1
Priority:	99
Revenue Codes:	AGY, POL, CAND

New Business Thru:	05/05/09
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	92	$25,235.00	$21,449.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	92	$25,235.00	$21,449.75	0.00
Totals	92	$25,235.00	$21,449.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$25,235.00
Market	100%	$97,057.69

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$8,735.19
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$28,146.73
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$34,940.77
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/03/12	09/09/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	MTWTF--	5	$125.00	0.00									
N 2	All	09/03/12	09/09/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	5	$225.00	4	0.00	NM	5	$1,125.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	MTWTF--	5	$225.00	0.00									
N 3	All	09/03/12	09/09/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	8	$350.00	4	0.00	NM	8	$2,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	MTWTF--	8	$350.00	0.00									
N 4	All	09/03/12	09/09/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	9	$275.00	6	0.00	NM	9	$2,475.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	MTWTF--	9	$275.00	0.00									
N 5	All	09/03/12	09/09/12	News 4 Spec Sa 6a (1hr) News 4 Spec Sa 6a (1hr)	CM	Sa 6a-7a	-----S-	:30	1	$100.00	6	0.00	NM	1	$100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	-----S-	1	$100.00	0.00									
N 6	All	09/03/12	09/09/12	Sunday Today Sunday Today	CM	Su 7a-8a	------S	:30	1	$100.00	6	0.00	NM	1	$100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	------S	1	$100.00	0.00									
N 7	All	09/03/12	09/09/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	-T-TF--	:30	3	$200.00	3	0.00	NM	3	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	-T-TF--	3	$200.00	0.00									
N 8	All	09/03/12	09/09/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	--W-F--	:30	2	$125.00	4	0.00	NM	2	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	--W-F--	2	$125.00	0.00									
N 9	All	09/03/12	09/09/12	Who Wants to Be A Milli Who Wants to Be A Million	CM	M-F 1130a-12p	--WT---	:30	2	$75.00	6	0.00	NM	2	$150.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	--WT---	2	$75.00	0.00									
N 10	All	09/03/12	09/09/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	-TW-F--	:30	3	$125.00	4	0.00	NM	3	$375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	-TW-F--	3	$125.00	0.00									
N 11	All	09/03/12	09/09/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	-T-T---	:30	2	$125.00	6	0.00	NM	2	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	-T-T---	2	$125.00	0.00									
N 12	All	09/03/12	09/09/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	--W-F--	:30	2	$75.00	6	0.00	NM	2	$150.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	--W-F--	2	$75.00	0.00									
N 13	All	09/03/12	09/09/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	-TWT---	:30	3	$200.00	3	0.00	NM	3	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	09/03/12	09/09/12	-TWT---	3	$200.00	0.00									

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	All	09/03/12	09/09/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	-TWTF--	:30	4	$200.00	3	0.00	NM	4	$800.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	-TWTF--	4	$200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	All	09/03/12	09/09/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	MTWTF--	5	$125.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	All	09/03/12	09/09/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	5	$225.00	6	0.00	NM	5	$1,125.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	MTWTF--	5	$225.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	All	09/03/12	09/09/12	NBC Nightly News NBC Nightly News	CM	M-F 530p-6p	MT-TF--	:30	4	$325.00	4	0.00	NM	3	$975.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	MT-TF--	4	$325.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
3	*All*	*09/03/12-09/09/12*	*NBC Nightly News*	M-F 530p-6p	MT-ThF----	*:30*	*~~($325.00)~~*	0.00	*NM*

Credited
[Time period not available/ Need Priority 3 to Place]

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	All	09/03/12	09/09/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MT-TF--	:30	4	$500.00	3	0.00	NM	4	$2,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	MT-TF--	4	$500.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 19	All	09/03/12	09/09/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MT-TF--	:30	4	$300.00	6	0.00	NM	4	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	MT-TF--	4	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 20	All	09/03/12	09/09/12	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----S-	:30	1	$150.00	6	0.00	NM	1	$150.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	-----S-	1	$150.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 21	All	09/03/12	09/09/12	News 4 Special @ 430p News 4 Special @ 430p Sun	CM	Su 430p-5p	------S	:30	1	$125.00	6	0.00	NM	1	$125.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	------S	1	$125.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 22	All	09/03/12	09/09/12	Monday Prime C Monday Prime C	CM	M 9p-10p	M------	:30	1	$550.00	6	0.00	NM	1	$550.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	M------	1	$550.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 23	All	09/03/12	09/09/12	Tuesday Prime A Tuesday Prime A	CM	Tu 7p-8p	-T-----	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	-T-----	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 24	All	09/03/12	09/09/12	Thursday Prime C Thursday Prime C	CM	Th 9p-10p	---T---	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	---T---	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 25	All	09/03/12	09/09/12	Friday Prime C Friday Prime C	CM	F 9p-10p	----F--	:30	1	$600.00	4	0.00	NM	1	$600.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	----F--	1	$600.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 26	All	09/03/12	09/09/12	Saturday Prime A Satruday Prime A	CM	Sa 7p-8p	-----S-	:30	1	$250.00	6	0.00	NM	1	$250.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/03/12	09/09/12	-----S-	1	$250.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 27	All	09/03/12	09/09/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	5	$600.00	4	0.00	NM	5	$3,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev: 165569
Alt Order #:
Flight Dates: 09/03/12 - 09/10/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 9/3 - 9/9 order
Estimate: 11716

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 27	All	09/03/12	09/09/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	5	$600.00	4	0.00	NM	5	$3,000.00
	Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays MTWTF--	Spots/Week 5	Rate $600.00	Rating 0.00								
N 28	All	09/03/12	09/09/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	$400.00	6	0.00	NM	1	$400.00
	Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays -----S-	Spots/Week 1	Rate $400.00	Rating 0.00								
N 29	All	09/03/12	09/09/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	------S	:30	1	$400.00	6	0.00	NM	1	$400.00
	Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays ------S	Spots/Week 1	Rate $400.00	Rating 0.00								
N 30	All	09/03/12	09/09/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	-T--F--	:30	2	$245.00	3	0.00	NM	2	$490.00
	Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays -T--F--	Spots/Week 2	Rate $245.00	Rating 0.00								
N 31	All	09/03/12	09/09/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	M-WTF--	:30	4	$55.00	6	0.00	NM	4	$220.00
	Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays M-WTF--	Spots/Week 4	Rate $55.00	Rating 0.00								
N 32	All	09/10/12	09/10/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	M------	:30	1	$325.00	4	0.00	NM	1	$325.00
	Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays M------	Spots/Week 1	Rate $325.00	Rating 0.00								
													Totals	92	$25,235.00

*Tax 1 Note: ABQ 7%.